IN THE CLAIMS:

Claims 1-15. (Cancelled)

16. (Currently amended) A method for conducting a transaction using a cashier-side unit and a customer-response unit, the customer-response unit including a communications link, the method comprising:

receiving, via the communications link of the customer-response unit, content for presentation at the customer-response unit during the transaction, wherein the content is unrelated to data essential for completion of the transaction;

displaying the content on a display of the customer-response unit, wherein the display includes an indication that a customer can immediately respond to the content by interacting with the customer-response unit;

~~determining whether a customer response to the content is received, the response being~~ ~~transmitted to an advertisement server to collect information about the customer when the~~ ~~response is received, a non-response being generated and transmitted to the advertisement server~~ ~~to collect information about the customer when the response is absent;~~

~~collecting information including one of a customer response to the content and a non-~~ ~~response to the content, wherein the one of the response and the non-response is transmitted to an~~ ~~advertisement server in order to collect information about the customer;~~

communicating a monetary amount of the transaction from the cashier-side unit to the customer-response unit;

receiving customer input at the customer-response unit; and

transmitting the customer input and the monetary amount to a remote service provider for authorization.

17. (Previously presented) A method according to claim 16, further comprising:

entering the monetary amount of the transaction into the cashier-side unit.

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18. (Previously presented) A method according to claim 16, further comprising:

receiving authorization from the remote service provider for the transaction.

19. (Previously presented) A method according to claim 16, further comprising:

generating a record of the transaction and transmitting the record to an electronic receipts

service.

20. (Previously presented) A method according to claim 16, wherein the content for presentation

comprises an advertisement, coupon or award.

21. (Previously presented) A method according to claim 16, wherein the customer input

comprises an electronic signature.

22. (Previously presented) A method according to claim 16, wherein the customer input

comprises a personal identification number (PIN).

23. (Previously presented) A method according to claim 16, wherein the customer input

comprises a biometric data.

24. (Previously presented) A method according to claim 16, further comprising:

presenting the content at the customer-response unit.

25. (Previously presented) A method according to claim 16, wherein the cashier-side unit does

not receive the content for presentation at the customer-response unit.

26. (Currently amended) A system for conducting a transaction, comprising:

a customer-response unit coupled to the cashier-side unit, the customer-response unit

comprising:

an interface to a content-provider for receiving content for presentation, wherein

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the content is unrelated to data essential for completion of the transaction;

a display for presenting the content, wherein the display includes an indication

that a customer can immediately respond to the content by interacting with the customer-

response unit, and

a customer interface for receiving and recording customer input[[,]] and customer

responses and customer non-responses to the content, the customer-response unit determining

whether the responses to the content are received, wherein the responses and the non-responses

are being transmitted to an advertisement server in order to collect information about the

customer when the response is received, the customer-response unit generating a non-response

and transmitting the non-response to the advertisement server to collect information about the

customer when the response is absent; and

the cashier-side unit comprising:

a cashier interface for entering a monetary amount of the transaction;

an authentication interface for transmitting the customer input and the monetary

amount to an authentication server; and

an electronics receipts service for storing a record of the transaction.

27. (Cancelled)

28. (Previously presented) A system according to claim 26, wherein the content for presentation

comprises an advertisement, coupon, or award.

29. (Previously presented) A system according to claim 26, wherein the customer input

comprises a signature.

30. (Previously presented) A system according to claim 26, wherein the customer input

comprises a personal identification number (PIN).

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31. (Previously presented) A system according to claim 26, wherein the customer input comprises a biometric data.

32. (Currently amended) A computer program product for conducting a transaction using a cashier-side unit and a customer-response unit, the customer-response unit including a communications link, the computer program product comprising a computer readable medium encoded with a program module, the program module including instructions for:

receiving, via the communications link of the customer-response unit, content for presentation at the customer-response unit during the transaction, wherein the content is unrelated to data essential for completion of the transaction;

displaying the content on a display of the customer-response unit, wherein the display includes an indication that a customer can immediately respond to the content by interacting with the customer-response unit;

determining whether a customer response to the content is received, the response being transmitted to an advertisement server to collect information about the customer when the response is received, a non-response being generated and transmitted to the advertisement server to collect information about the customer when the response is absent,

~~receiving and recording customer responses and customer non-responses to the content,~~

~~wherein the responses and the non-responses are transmitted to an advertisement server in order~~

~~to collect information about the customer;~~

receiving a monetary amount of the transaction from the cashier-side unit;

receiving customer input at the customer-response unit; and

transmitting the customer input and the monetary amount to a remote service provider for authorization.

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